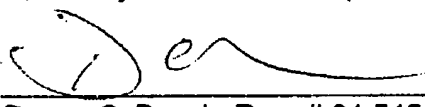


Patent Application Number: 10/092,674

Attorney Docket Number: SCL-1

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| <b>Certificate of Facsimile Transmission</b>  |   |
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| Date <u>July 22, 2005</u>   | <br>Duane C. Basch, Reg. # 34,545 |
| Response After Final (10 pgs)   | RECEIVED<br>CENTRAL FAX CENTER<br>JUL 22 2005   |

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANT: STEPHEN C. LARSON

GROUP: 2176

SERIAL NO: 10/092,674

EXAMINER: Quoc Tran

FILED: 03/07/2002

CONFIRMATION: 3784

FOR: SYSTEM AND METHOD FOR INCORPORATION OF PRINT-READY ADVERTISEMENT IN DIGITAL NEWSPAPER EDITIONS

Mail Stop: AF

Commissioner for Patents  
PO Box 1450  
Alexandria, Virginia 22313-1450

Examiner Tran:

**RESPONSE AFTER FINAL REJECTION UNDER 37 C.F.R. 1.116**

In response to the Office Action mailed June 2, 2005, the following remarks are respectfully submitted in response under 37 C.F.R. 1.116 in connection with the above-identified application, and in traversal of the final rejection.